



T H E P R E S I D E N T ' S R E P O R T

A thirty month review
of the accomplishments of
Coahoma Community College
Clarksdale, Mississippi
January 1, 1989 - June 30, 1991

Excellence — "Making the Good Better and the Better Best"

Historical Perspective

*Let us labor for that larger comprehension of truth, and
that more thorough repudiation of error, which shall
make the history of mankind a series of ascending
developments.*

- Horace Mann

Coahoma Community College has provided educational opportunities for its students for more than four decades. Since its inception, the College has experienced many challenges and changes that have led to high level accomplishments.

The College was established in June 1949 as Coahoma Junior College. In 1989, upon approval from the College Board of Trustees and the Mississippi State Board for Community and Junior Colleges, Coahoma Junior College was renamed Coahoma Community College. Then, as now, Coahoma was doing that at which it excels: "Making the Good Better and the Better Best."

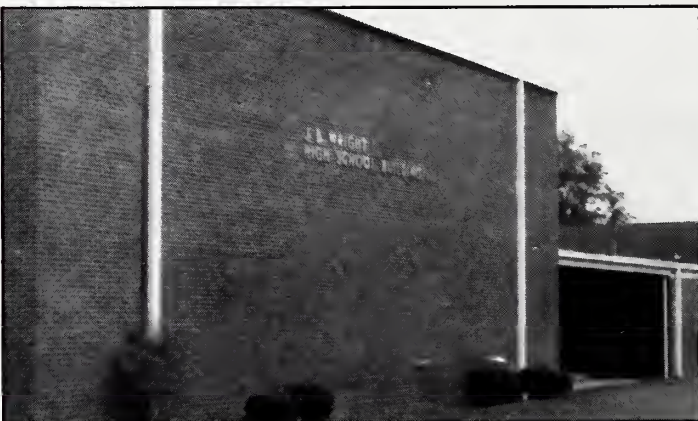
Located in the northwest Mississippi Delta, Coahoma Community College is a two-year multi-ethnic, coeducational, publicly supported institution, situated on a 99-acre tract. The College is committed to providing quality programs and course offerings for its clientel and offers educational opportunities to all persons regardless of race, color, national origin, sex, age, religion, or handicap.

Operating under an "open door" admissions policy, the College maintains a two-year curriculum which leads to the associate in arts and associate in applied science

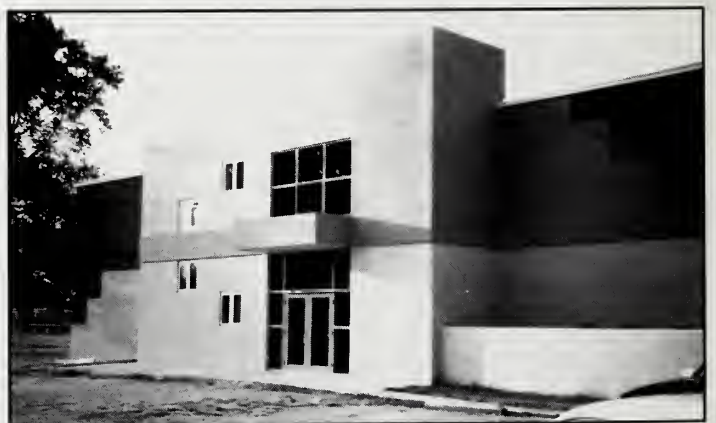
degrees in more than 30 academic and academically related disciplines. Additionally, the College offers 25 training and certificate programs in vocational areas. Through its general education, pre-professional, and vocational-technical programs, the College seeks to provide educational experiences which develop logical thinking, aesthetic appreciation, cultural enrichment, and high moral values within its students.

Program offerings at the College are fully accredited by the Southern Association of Colleges and Schools, and the Mississippi State Board for Community and Junior Colleges. Coahoma also holds memberships in the Southern Association of Community and Junior Colleges, the Mississippi Higher Education Association, the American Association of Community and Junior Colleges, and the American Council on Education.

Coahoma Community College, with a growing reputation for educational innovations and excellence, responds to the need to provide relevant educational opportunities and experiences for students that will prepare them to succeed economically and culturally in the twenty-first century.



Then: J. W. Wright High School Gymnasium before renovation.



Now: (Cover photo) The Barron-Miller Center for Fine Arts, which was renovated from the high school gymnasium into a modern facility for the fine arts, was completed and occupied in 1990.

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Board of Trustees

Progress is the activity of today and the assurance of tomorrow.

- Ralph Waldo Emerson

The Board of Trustees continued to be the catalyst for Coahoma Community College's attainment of "Excellence..." throughout the 30-month period (January 1989-June 30, 1991). During this period, as in prior years, their dedication and loyalty to the College and their involvement and participation in the College's programs and activities provided a level of assistance that will help Coahoma in meeting the demands of the twenty-first century. Because of their leadership, support, and concern, Coahoma Community College accomplished many positive and meaningful goals throughout this reporting period.

The Board of Trustees' membership, which represents the College District, consists of four elected superintendents of education and six appointees by the Board of Supervisors from supporting counties.

The Board continued to seek ways in which they may help improve both quality and opportunity for

students; in doing so, several representatives from the Board attended workshops, conferences, and seminars on the state and national level throughout 1989 and 1990. In 1989, two of its members attended the Association of Governing Boards Endowment Management Seminar held in Cambridge, Massachusetts. Information, materials, and ideas gathered from these meetings were shared with other Board Members and the College. In this way, the College's governing board was given the opportunity to keep informed of new trends and approaches in educational leadership and economic development.

The 10-member Board of Trustees is deeply committed to the idea that an educational environment is a major concern in the development of students and in economic growth of the community, state, and nation. Consequently, the unstinting support they have given to "Excellence—Making the Good Better and the Better Best" is apparent throughout this report.



CCC's President, McKinley C. Martin, and Board Legal Advisor, William Bradley, right (standing), fourth and fifth respectively, are pictured with Coahoma Community College Board of Trustees. Members are, from left (seated), Mr. Bennie S. Gooden, Mr. Robert G. Mason, Ms. Rena Butler, Mr. Jimmy Wilson, and Mr. Sherard R. Shaw. Standing, from left, Mr. Ned Gathwright, Mr. Herbert Hargett, Mr. Marvin F. Sigmon, Jr., and (far right) Mr. Shadrick A. Wright. Not pictured: Mr. Taylor A. Flowers.

President's Message

For anything worth having, one must pay the price; and the price is always work, patience, love, self-sacrifice.

- John Burroughs

The 1988 and 1989 school years marked the ending of a decade and a point in time to make ready plans to guide us through the nineties. Consistent with the close of the decade of the eighties, came the opportunity to review and reaffirm the educational status of the College. Toward this end, the College underwent extensive review during this period. It is with the knowledge gained through this essential review process that the administration, faculty, and staff proposed to move forward through the nineties with "Excellence..." and quality in leadership development as our main focus.

In summarizing the accomplishments of the past two years and reflecting on the decade as a whole, I am pleased to report on the many promises that have become realities during this period. Committed to providing the finest facilities possible; developing the most innovative programs; and stimulating within our college faculty and student body a curiosity that will fuel their dreams for the future, I eagerly set forth herein, for review and consideration by our publics, our accomplishments and initiatives.

Most notable among the many initiatives that have served to shape the direction of the College is the relationships formed between the College, the governmental entities, and the business community. Realizing that the greatness of the state of Mississippi and the nation can only be enhanced through the collective use of their resources, the College, as the visionary entity in our society, once again dared to dream.

Collectively we have dreamed and worked to develop a new mission for the nineties. Knowledgeable of the fact that social, educational, and economic success is the primary distinction between our great state and nation and many of the developing nations that we read about and view media releases from, we have reached a point in the infancy of the new world order.

President George Bush, along with the United States Congress, in attempting to forge a new world order, appears sensitive to the direction that Coahoma Community College, Coahoma County, and the state of Mississippi are taking in regard to their future development. It is through the dream of new relationships and initiatives that we forge our role in the twenty-first century.



McKinley C. Martin, President

As we seek "Excellence..." in education for the citizens of our College community, we must also encourage "Excellence..." in government. The provision of the two will yield "Excellence..." in business and business opportunities to our citizens both home and abroad.

Unlike the previous message, the message for this year and for the decade is one of focusing on the promise for tomorrow today and, in doing so, making ourselves ready for the twenty-first century.

A handwritten signature in black ink, reading "McKinley C. Martin". The signature is stylized with a large, sweeping initial "M".

McKinley C. Martin

Excellence — “Making the good better, and the better best”

It is wretched taste to be gratified with mediocrity when the excellence lies before us.

- Issac D'Israeli

The administration redefined and reemphasized its Administrative Goals during 1989 and 1990 to ensure an even deeper and more sustained effort in developing and implementing innovative programs to meet the educational needs and the technological demands of our students, the community, the state, and the nation and to continue doing those things we do best. To improve those things we do well and to continue doing those things we do best, the 16 standing Administrative Goals were rescrutinized, re-prioritized, and re-characterized by the following six specific approaches. “Now” (starting point), “Wish” (desired accomplishment), “How” (methodology in procedure), “Who” (responsible personnel), “Cost” (estimated dollar amount), and “Check” (time frame for tracking progress).

The time and efforts given to planning, pursuing and implementing the six approaches proved to be a major criteria in setting educational goals and in measuring progress toward achieving them.

At this reporting, significant accomplishments have been made as new ventures in career occupational programs are being implemented.

Although the College is faced with the threat of a 5% budget cut imposed by the 1990 Legislature, the challenge to “...Making the Good Better and the Better Best,” will continue to be the underlying factor in achieving excellence.

To show evidence of achieving “Excellence,” some highlights of the 1989 and 1990 activities are provided.

1989

- Coahoma Junior College was renamed Coahoma Community College. The name “Community” reflects the College’s linkage and commitment to its populace.
- As the College continues to build on its strengths by “...Making the Good Better and the Better Best,” the administration embarked on new ventures while expanding career options that were responsive to the needs of the students and the community.

On December 6, 1989, the administration brought together local and national businesses, industry, local, state, and U.S. governmental officials, and private sectors in an Economic Impact Conference to discuss the idea of an Incubator for economic development.



Representatives of Harris Corporation; IBM; CEXEC, Inc.; Avant-Garde, based in Florida and Washington, D. C.; the Mississippi Department of Economic and Community Development; the State Department of Vocational-Technical and Adult Education; the U.S. Government; and local, city and county discussed ways to utilize Coahoma Community College in promoting economic development in the Mississippi Delta during and Economic Development Conference hosted by Coahoma in December, 1989.

During the conference, commitments to support the Coahoma Community College Foundation’s efforts were received from various governmental and corporate officials.

Toward this end, the local Chamber of Commerce and Industrial Foundation, Board of Supervisors, and businesses, along with the Mississippi Department of Economic and Community Development, State Bureau for Vocational-Technical and Adult Education, pledged their support.

The idea of an incubator, to be located in the Sunburst Industrial Park, resulted in the appointment of a Board and the renaming of the facility, The Coahoma County Business/Manufacturing Incubator project.

- The Institutional Self-Study Report was completed.

1990

- On February 19-22, an evaluation team from the Southern Association of Colleges and Schools (SACS) visited Coahoma. Their recommendations went before the Criteria and Reports Committee during SACS' Winter Meeting in December. Coahoma Community College's accreditation was reaffirmed.
- The impact of Coahoma Community College's involvement in various activities and events and its movement to promote economic growth in the community received recognition. In March, the Coahoma County Chamber of Commerce awarded the College "Business of the Month" honors.



Dr. McKinley C. Martin accepted for the College the Coahoma County Chamber of Commerce Business of the Month award for March 1990 and the Chief Coahoma Trophy from Ron Hudson, Executive Director of the Chamber and Industrial Foundation, and Mrs. Rubye Baldwin. CCC was honored for its efforts in improving and promoting economic development in Coahoma County through the Small Business Incubator Project and the Printing Curriculum/Plant.

On September 12, officials from the U.S. Department of the Interior and Xerox Corporation signed a Memorandum of Understanding (MOU) with Coahoma Community College to "Develop a Printing Curriculum/Plant" at the College. (For additional information see page 14, "Ink for the Future.")



Witnessing the signing of the Memorandum of Understanding (MOU) for the Printing Curriculum/Plant are, standing from left, Dr. Ira J. Hutchinson, Executive Director, Historically Black College and University programs and Job Corps, U.S. Department of the Interior; AHS Student Government President Iris Turner; Miss CCC Venesia Griffin; and SGA President Darron Girffin. Seated from left, signing the MOU are Dr. McKinley C. Martin; Jay Naussbaum, President of Integrated Systems Operations, Xerox Corporation; and Former Assistant Secretary of the U.S. Department of the Interior, Lou Gallegos.

On October 12, Coahoma Community College President, Dr. McKinley C. Martin, was named "Citizen of the Year" in Clarksdale and Coahoma County. The honor was conferred during the Annual Banquet of the Coahoma County Chamber of Commerce.

"...The honors conferred last week, were intended especially to acknowledge that ...the junior college has become, more and more, an important cog in the social and business life of the community. In recent years its role as a training center for industrial workers has helped tremendously in promoting the economic growth that the Chamber of Commerce and other individuals and institutions are pursuing on our behalf..." (Exerpts from the November 2 Editorial in the *Clarksale Press Register* newspaper)

1991

- In April, Coahoma Community College was selected as the Educational Satellite Managing Agency for the Mississippi Youth Opportunities Unlimited (YOU) Program by the Mississippi Department of Economic and Community Development, Employment Training Division. At this reporting, final negotiations are in progress.

Instructional Programs

*One that desires to excel should endeavor it in those
things that are in themselves most excellent.*

- Epictetus

Coahoma Community College continued its commitment to provide quality educational programs to a diverse student population. It continued to recognize and respond to the responsibilities and opportunities of providing learning and training experiences for the traditional-age student who comes to the College directly from high school; the non-traditional student with family responsibilities, who comes to the College full or part-time needing continuing adult education opportunities; the single parent who comes to the College with the responsibility of a child or children; the worker who comes to the College needing special skills required to meet his or her job demands; and the adult who comes to the College to obtain reading, writing, and speaking skills through the workplace literacy program.

To help meet the needs and challenges of this diverse student body, Coahoma Community College formed partnerships with various business institutions and corporations to focus on economic development strategies that can be employed by the community and by the College.

The Planning, Management, and Evaluation (PME) Committee in 1989 and 1990 was the catalyst for providing the framework for the expansion of the College's existing programs and for new technologies. The PME Committee addressed different and innovative concerns which included expanding opportunities in early childhood education, building a challenging curriculum in the arts and humanities, developing a printing program for students across the board, and strengthening its existing dialogue between public schools and the College.

Through the deans and the teachers of the four instructional and the two support units, innovative curriculum expansion and career options were begun. The instructional units of the College are the Division of Business and Commerce, the Division of General Studies, the Division of Vocational-Technical Education, and the Division of Continuing Education. The support units are the Library and Learning Resource Center and the Office of Admissions and Records. The support, cooperation, and hard work of these divisions and support units enabled Coahoma to continue providing "Excellence—Making the Good Better and the Better Best."

The Division of Business and Commerce

The Division of Business and Commerce during the 30-month period (January 1989-June 30, 1991) developed an enhanced dimension to its curricular offerings for the general academic program sequences in general business, accounting, and economics. Responding to the community and public, the Division strengthened computer skills in each of the program areas. Vocational programs were expanded to provide for the development and training of persons interested in becoming bank tellers, computer operators and programmers and were upgraded when the 17-station computer laboratory was completely outfitted with new IBM PS/2 Model 30 computers. The new laboratory will provide students with expanded and extended capabilities in program languages, storage, and output services.



The 17-station computer technology/programming laboratory provides students the latest training in electronics spreadsheets, computer operations, and programming languages—BASIC, COBOL, Fortran, and RPG.

A special program initiated to assist students to acquire books was also among the many advantages offered through the Division. This special feature was made possible through an \$8,000 award from the John C. McFarlane Grant Fund. The McFarlane Book Program was subsidized by local churches to include all students.

Division of General Studies

The Program accomplishments during the 1989 and 1990 academic years within the Division of General Studies are reflected through the continued efforts of the six departments to place emphasis on quality and excellence in instruction and to broaden the learning experiences for its student via computers, microcomputers, and media technology.

The continued thrust for "excellence" in the Division during 1989 and 1990 was to promote "Excellence—Making the Good Better and the Better Best." As a result, unique learning experiences and an expansion of support courses were provided for all students enrolled in the College.

Graduates of the Division of General Studies continue to complete their final two years of work at senior colleges. After graduation, a vast number of these students are being admitted to medical, professional, and other graduate programs.

- The Department of Education and Psychology continued to broaden and strengthen its enrichment programs to support the academic growth of its majors. Throughout 1989 and 1990 the Department conducted a series of workshops designed to assist education majors in preparing for the ACT College Outcome Measures Program. Because of these efforts, there is now a greater collaborative effort between Coahoma Community College and the state universities in preparing students for this examination.

The Reading Program continues to expand. Through a grant from the U.S. Department of Education, the Department has increased the effectiveness and efficiency of its reading program twofold. Much of the Reading Program's advances are involved with Computer Assisted Instruction (CAI).

During 1989 and 1990 the Chairperson of the Department of Education and Psychology, who doubles as Division Dean, was appointed to serve as director for the College Self-Study for Reaffirmation by the Southern Association of Colleges and Schools (SACS). Members of the Department, along with students enrolled in General Psychology, provided the leadership in the administration and tabulation of surveys and questionnaires used in the self-study.

- The Department of English and Foreign Language continued to make tremendous strides in achieving its mission during the 1989 and 1990 academic years: to provide students with those communicative and interpretive skills necessary for their becoming more

efficient and effective citizens in a constantly changing global environment. Faculty members in the Department realized the necessity of their being aware of the dynamics occurring in education; therefore, most of them attended numerous professional meetings and workshops to keep abreast of educational trends and innovations. Instructors in the Department were exceptionally cooperative in sharing their ideas and pooling their resources which resulted from participation in these professional activities.

The Department also made significant improvements in physical facilities. The foreign language lab was renovated and re-equipped, and the remaining portions of the Department were air-conditioned. In addition to serving students who needed remedial English, the communication skills lab became accessible to students who needed to improve their skills in oral communication and to those who wished to enhance and enrich their skills in reading, writing, and speaking. Because of recent improvements and renewed commitment of faculty and staff, the Department has experienced a significant increase in the number of area majors.

- As a branch of the English and Foreign Language Department, Journalism Courses are offered students who are interested in pursuing careers in the area of News Writing, Advertising, and Radio and TV Broadcasting. Students enrolled in these courses were given the opportunity to receive hands-on experiences by assisting local businesses with their marketing and advertising. During 1989-90, advertising students conducted market surveys of students, faculty, and staff, and compiled the data to better assist them in working on two separate advertising campaigns for two Clarksdale businesses. Moreland-Price Florist and Miro's Music Shoppe cooperated with Coahoma's students in providing information to them to design individualized marketing campaigns for each business that involved advertising in newspapers, magazines, and flyers, as well as radio and television commercials.

To further broaden their learning experiences, journalism students in all three courses participated in field trips to a local radio station and newspaper and a field trip to Rust College in Holly Springs to tour the facilities of the on-campus radio and television studios. Students also traveled to Tupelo to WTVA-TV, Channel 9 to see first hand a broadcasting newsroom, a studio where taping is done, and to observe actual work in progress on a 6 p.m. newscast.



Advertising student Detra Sims (right) poses with Betty Walton, owner of Moreland-Price Florist, Clarksdale, during her work on an individualized advertising campaign for Mrs. Walton. Her project included budgeting, time scheduling, and advertising for the news media.



Venesia Griffin (right) a member of the advertising class, poses with Miro Ferracci, owner and manager, of Miro's Music Shoppe in Clarksdale. Griffin worked on a specialized ad campaign for Ferracci's business.

Presently, the Department is in the process of submitting bids for the renovation of the communication skills lab and for additional computers. Because of the growth and success it has experienced in the past, the Department envisions a promising future even as it faces the uncertainties and challenges of the twenty-first century.

The Department of Social Science continued its commitment to excellence during 1989 and 1990. The thrust to emphasize the importance of upgrading its services to students, both majors and non-majors, and to the community in general, gained numerous positives for the Department. To broaden the scope of instruction, faculty members acquired additional certification, training, and educational experiences in their respective disciplines. These initiatives have helped enable the Department to maintain its high level of excellence in instruction, while expanding new learning experiences for students.

Because of these and other accomplishments and activities of the faculty, the Department continues to grow and evolve in the technologies of CAI (Computer Assisted Instruction) and is better prepared to meet the diversities and challenges of its clientel.

- The accomplishments within the Department of Science and Mathematics during 1989 and 1990 have shown significant advances. The continuous commitment of the faculty to provide a broad basic program afforded a wide spectrum of learning experiences for students in that area. The Department reports the following attainments in 1989 and 1990:
 - 1989-90 — a 25% increase in science and mathematics majors and a 67% retention of those majors.
 - In 1990 the overall average GPA of majors was 3.09.
 - Through a five-year Title III program, the Department implemented a Computer Assisted Instruction (CAI) Laboratory. The laboratory, equipped with 20 IMB-PC Computers, Printers and one IBM Networking System with a comprehensive software library, accommodates each course in the area of science and mathematics and provides students with an opportunity to upgrade their skills.
 - To further increase career opportunities for students interested in a profession in the health related areas, the Department established linkages with the University of Mississippi Medical School of Health Related Professions, the University of Tennessee Health Related Professions, the Baptist Memorial Hospital (Memphis, TN), Phillips School of Nursing (West Helena, AR), and Florida A&M University School of Allied Health.
 - In order to maintain the Department's high standard of excellence, faculty members attended numerous professional meetings which included the National Science Teachers Association Annual Convention, the National Mathematics Annual Conference, and many other workshops and conferences in and out of the state.

- In 1989-90 approximately 20 students were accepted to professional schools in Mississippi and other states. One is attending the University of Iowa Medical School, and the remaining students are continuing their education at four year universities.
- The Department of Health, Physical Education and Recreation continued to work toward the overall goals of the College through its varied activities and academic courses.

During 1989 and the spring semester of 1990, the first aid classes participated in a CPR program at Northwest Mississippi Regional Medical Center in Clarksdale. Student participants successfully passed the CPR examinations. In striving to meet the challenges of today and tomorrow, the Department will initiate other innovative strategies in the future.

THE DIVISION OF VOCATIONAL-TECHNICAL EDUCATION

The Division of Vocational-Technical Education continued to provide the latest in specialized and technological training for its students while broadening the scope of its services to the local community during 1989 and 1990. Expanding its capabilities of providing "Excellence—Making the Good Better and the Better Best," the Division afforded students the opportunity to receive training and learning experiences in all areas.

Drafting and Design Technology

The Drafting and Design Technology program was expanded to include a Computer Aided Drafting (CAD) laboratory. The CAD lab gives assistance not only to students enrolled in the program, but also to the employees in local businesses and industries. The lab is equipped with ten 387 computers with hard disc drives of forty-megabyte capacity.

Drafting personnel from local businesses and industries avail themselves to the lab to gain additional training and to enhance their present knowledge.

While computers were being added to the Drafting and Design Technology program, they were simultaneously being added to the Computer Learning Resource Center.

The Computer Learning Resource Center

The Computer Learning Resource Center (CLRC) is the newest concept to help combat the illiteracy problem, to help upgrade skills and training levels of employees in local businesses and industries, to enhance basic skills in math, reading, and writing, and to prepare students for obtaining their GED.

In conjunction with the computer system, the first workplace skills enhancement program was initiated in 1990 to help improve workers' performances in specific industrial situations and job classifications. Companies participating in this program include Delta Wire of Clarksdale, Shelby Die and Casting and Griffin Lamp Company of Shelby, and Turner Machine Products of Tutwiler.

With the state-wide interest in workplace literacy, this project serves as a model for combining traditional workplace programs with the extensive capabilities of the Computer Learning Resource Center.

Through Industrial Services, the Clarksdale Police Department received training and upgrade in the various computer applications such as word processing, spread sheets, data processing, as well as workplace literacy. Approximately 40 people were trained over a three-month time period.

During 1989-90, vocational students demonstrated their skills by providing assistance in various projects throughout the community.

Brick Masonry

The brick masonry class constructed several signs at local businesses and churches. The students also provided masonry for the construction block fence to enclose a heating and cooling system for the Thompson's Art Center in Clarksdale. In 1989, playground equipment at Friars Point City Park was stabilized in the concrete bases constructed by students in masonry classes.



Students receive job training in masonry construction while providing services for the community. Instructor Joe Myles, far left, and Samuel Cummings, assistant dean (fourth from right), provide instruction.

Carpentry

In 1990 the carpentry classes built shelves for four different Early Childhood Development Programs located throughout Coahoma county.

THE DIVISION OF CONTINUING EDUCATION

The Division of Continuing Education at Coahoma Community College continues to provide opportunities for lifelong learning and educational experiences for the non-traditional student.

Services were expanded in 1989 to include a Mobile Resource Center. The Mobile Resource Center transports material from the College's main library to each location on a pre-set schedule.

Also during 1989 and 1990, the Division continued its direct services to Head Start Programs in Coahoma, Bolivar, Sunflower, Humphreys and Washington Counties by training Child Development Associates (CDA) for credentialization and by conducting workshops on the local, state, regional, and national levels.

In addition to the campus and two Coahoma County locations, the Division expanded its services in ABE/GED to include Ruleville and the inmates at the Coahoma County Jail.

The Tiny Tiger Day Care Center, another unit of the Division, continues to serve children from one month to four years of age. During the summer of 1990, the building housing Tiny Tiger was completely refurnished to meet all state guidelines and was certified as a state sanctioned day care facility.

In November of 1989, the Division began working with Mothers, MACE's referrals, in the Home Instructional Program for Preschool Youngsters (HIPPY), a home based program that promotes increased awareness of the mothers' own strengths and potentials as home educators.

The Division sponsored or coordinated numerous community-based workshops and seminars during 1990. Notable among them were a week long workshop on Exploring Economic Self Sufficiency and the Mississippi Housing Corporation Workshop for housing professionals in the Mississippi Delta.

SUPPORT UNITS

Admission and Recruitment

Enrollment continues to be an area of primary concern for the administration. As new students are recruited, the College has developed additional systems for support. Although minor variances were experienced in enrollment in 1989-90, the retention rate for students at the sophomore level reflected minor growth. Improved retention rates are reflected in the 1990 class.

Support systems for the recruitment and admission functions of the College have been evidenced through the implementation of computerized programs for student records, production, and retention. Although only implemented for one year, the improved capabilities

are expected to increase faculty and staff abilities to attract new students. Relying on its motto, "The College that Cares," Coahoma continues to seek new ways to provide opportunities for all students to grow and learn in a caring environment that provides student participation in college activities.

Services to students that are expected to accrue include the provision of automated transcripts, computer generated grade levels and micro-filming for permanent records. Assistance from a local bank enabled the College to achieve this new microfilm capability. The collective use of resources is helping to move the College and its services forward in the decade of the nineties.

Library Learning Resource Center

The Dickerson-Johnson Library Learning Resource Center enjoyed tremendous growth in its collection, audio-visual materials, and equipment. These factors enabled the library staff to offer maximum service to students, faculty, and staff.

A 3M Library Security System was purchased and installed to deter book theft. This innovation has allowed the book budget to be directed toward adding books instead of replacing them.

The sharing of information resources has become a major component in library services. In the fall of 1989, a FAX machine was purchased, thereby allowing the College to share library resources with other libraries.

During the 1989-90 school year, the College increased its microfilm collection to include 1322 reels. A Newsbank service was also added to the library capability and provided access to articles in newspapers from over 420 cities in the United States.

Presently, the library, through a grant administered by Northwest Mississippi Community College, is planning for its participation in the implementation of the Mississippi Information Network (MISNET). MISNET will allow libraries in the state to convert their periodical holdings data into machine readable form and to share information resources through the use of FAX machines.

OTHER PROGRAMS AND ACTIVITIES

Single Parents/Displaced Homemakers Program

Coahoma Community College continued to provide educational opportunities for single parents/displaced homemakers during 1989-90. Housed in a facility designed for single parents with one child, participants live on campus while attending college full-time.

Coahoma's Single Parent/Displaced Homemaker Program is one of the four in the nation to house the participants and their children.

Since the start-up date in the summer of 1985, there has been tremendous program growth. During 1989 and 1990, the single parent students moved to a larger facility to accommodate the growing need for additional quarters.

During the day, the children are placed in the College's day care centers either Tiny Tigers (one month to four years of age) or Gambrell Early Childhood (ages four to five years).

The program continues to provide its participants counseling, career planning, employability skills, program placement assistance, and personal growth development.



Before these two mothers attend class, they will take their children to day care center on campus. While continuing their education, they live in the campus residence hall provided by the Single Parent/Displaced Homemaker Program.

Teacher Preparation Enrichment Program

Learning experiences for college and high school students are available through the Teacher Preparation Enrichment Program (PREP). The federally-funded program provides minority youth with an opportunity to develop/enhance their academic skills in reading/writing/studying, mathematics/science and test-taking. It also prepares the students to perform at an efficient level on standardized tests and enhances their abilities for successful preparation for careers in teacher education and teaching.

During the fall of 1989, the program assisted 39 college freshmen and sophomores. These students attended classes at least three days per week to develop skills in reading, writing, studying and test-taking.

The summer program component accommodated 24 high school students with potentials to develop the self-confidence and competency essential for a good teacher.

These students move through a rigorous four-week program of summer courses in reading, writing, math, and science, which emphasize preparation for taking the ACT test their senior year.

Another feature of the PREP is its Saturday sessions. Students meet once per month during the academic school year for assistance in courses they consider a problem area.

In addition, the ACT workshop and the administering of the ACT test are given in the fall and spring.

Single Adult Program

"Developing Adult Relationships"

Being aware of the increasing number of failed relationships between young adult couples which have eroded the foundation of American families, Coahoma Community College sought new ways to address this problem by conducting workshops on relationships between single adults.

In September 1991, The Reverend Sheron Patterson, author of "Ministry with Black Single Adults," served as primary facilitator and guest speaker for single adults. Joined by members of the College's administration, faculty, and local ministries, the workshop served as an inspirational and visionary enriching experience.

In the coming years, the College will continue to serve as a facilitating medium through which ministers, members of their congregations, and community persons will explore this primary problem.

Health Careers Opportunity Program (HCOP)

The Health Careers Opportunity Program (HCOP) is an eight-week summer enrichment program funded through a grant from the Health Resources and Services Administration of the Bureau of Health Professions. HCOP is designed for minority and disadvantaged individuals who are interested in pursuing studies in health-related areas focusing on medical records, medical technology, respiratory therapy, and physical therapy. The program helps to prepare 12th grade students for college study in these areas through enrichment of English, math, science, and study skills.

The project's linkage with the University of Mississippi Medical School of Health Related Professions, University of Tennessee Health Science Center, and Meharry Medical College provided technical assistance and helped students understand the essential health careers by giving them an opportunity to view medical and medical-related procedures and see new technology.

1989 - 1991

A. The 1990 graduation speaker was Joseph P. Watkins, Associate Director, Office of Public Liaison, The White House, Washington, D.C.

B. CCC President was greeted by United States President George Bush during the commemoration of the anniversary of the signing of the Presidential Executive Order 12677 in April 1990.

C. President Martin served as master of ceremonies for the groundbreaking ceremonies for the four-lane construction of the segment U.S. Highway 61, north of Clarksdale.

D. President Martin and State Representative Leslie King of Greenville, Miss. prepare for the procession. Representative King addressed the 1989 CCC graduates at Commencement Exercises.

E. Dr. Martin, center, joined other HBCU Presidents at the anniversary celebration of the signing of the Presidential Executive Order 12677.

F. Dr. Martin marching with 1991 graduation speaker Robert Goodwin, Executive Director of the White House Initiatives on Historically Black Colleges and Universities, U.S. Department of Education, Washington, D.C.

G. Reverend Sheron Patterson Spoke on various single adult topics such as "Always Single," "Single Parents," "Widowed Singles," and "Divorced Singles" at a workshop sponsored by the Single Adults Program at CCC.

H. CCC President McKinley C. Martin, third left, received "Citizen of the Year" Award. Congratulating Dr. Martin are from left, Mr. and Mrs. Woody Dabbs and CCC First Lady Mrs. McKinley C. Martin.



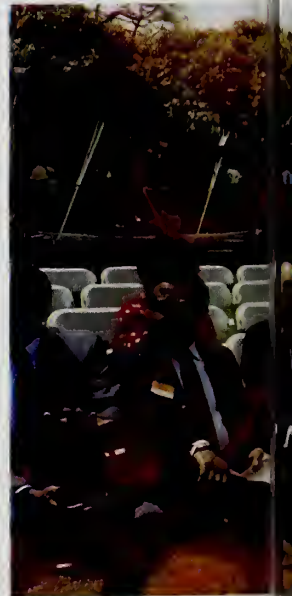
A.



G.



F.



Highlights



B.



H.



E.



C.



D.

The Health Careers Opportunity Program at Coahoma Community College has proven very productive. During the 1989-90 school year, 18 students took advantage of the academic skills and enrichment trips provided by the program. The enrichment field trips were made to several medical training facilities in the state and region.

Upward Bound

The Upward Bound program is now in its 12th year of successful service to high school students in the community and surrounding areas.

Sixty-five low-income, disadvantaged youth from Coahoma, Panola, and Quitman counties were offered counseling, tutorial services, reading, mathematics, English, science and social science instruction, and exposure to cultural experience through the Upward Bound Program at Coahoma.

Bridge students (Upward Bound students who have completed high school) are enrolled in six hours of college credits during the summer following their high school graduation.

Student Support Services Program

Student Support Services is a federally funded program which provides service to 150 low-income first generation college or physically handicapped students who are enrolled or accepted for enrollment by Coahoma Community College.

The program is designed to enhance a student's chances of academic and personal success by providing special counseling and tutorial service to the 150 eligible participants. Cultural enrichment activities and financial aid assistance were also provided.

Job Training Partnership Act (JTPA)

The Job Training Partnership Act, a program of the College's Vocational-Technical and Adult Education Division, is a federally funded program designed to train unemployed, unskilled adults and youth, dislocated and senior workers and economically disadvantaged individuals for jobs that will make them productive citizens. Teamwork between business and industry and government is the hallmark of this federally initiated program.

Participants were offered training in the following areas during 1989: Building Repair and Maintenance, Combination Welding, Employment Preparation for Youth, Microcomputer Training, Nursing Assistant Training, Remedial Education (Quitman County), Youth Motivation/Dropout Prevention, and Administration.

During 1990 participants took advantage of the following programs offered through JTPA: Building Repair and Maintenance, Child Care Provider Training, Microcomputer Training, Nursing Assistant Training, and Remedial Education.

Printing Program

"Ink for the Future"

The word "Printing" moves to the forefront and promises to become one of the more innovative areas of employment for future graduates at Coahoma Community College and for industry for the Delta.

Through a united effort of the City of Clarksdale, Coahoma County, the College, and the U.S. Department of the Interior, a newly adopted printing curriculum is planned for the fall of 1991. The program will provide for the latest in print technology and will allow students to explore a career field that has not traditionally been available in community and junior colleges within the state.

Donations of equipment and the assistance of personnel from the U.S. Department of the Interior and Xerox, along with the State Bureau of Vocational-Technical and Adult Education, will serve to support and promote this new initiative. Renovations to accommodate the new program, which will be housed in the Cain Building are presently underway.

City, County, College, State, and National level officials participated in an initial planning and contract Signing of the Memorandum of Understanding (MOU) for the project to develop a Printing Curriculum/Plant at Coahoma Community College in September 1991. The MOU represented an agreement between Coahoma Community College, the U.S. Department of the Interior, and Xerox to develop the curriculum for the College and to provide equipment, training, cooperative educational opportunities, instructional materials, and in-kind support.

ABE/GED Testing

Coahoma Community College continues to provide future educational opportunities for individuals who wish to obtain a high school diploma through the General Education Development (GED) Program.

Approximately 209 persons were tested during 1989. Of this number 31.1% achieved minimum scores required by the state of Mississippi for issuance of a certificate of high school equivalence. In 1990, approximately 227 persons were tested with 35.24% achieving the state's minimum required score.

Youth Opportunities Unlimited Program

In April 1991, the Mississippi Department of Economic and Community Development, Employment Training Division, selected Coahoma Community College as the Educational Satellite Managing Agency for the Mississippi Youth Unlimited (YOU) program.

The YOU program, open to all youth ages 16-21 who reside in Tunica and Quitman counties, is designed to marshal public and private resources to fundamentally improve the lives of youth growing up in high poverty areas. The goal of the program is to positively affect the lives of every youth in the two-county area.

The Educational Satellite program will provide innovations in education to the targeted students at the secondary and postsecondary levels to address the following program levels:

Secondary level

- To increase high school graduation rate
- To increase basic skills as reflected on national exams
- To reduce teen pregnancy
- To increase the number of high school graduates who enter postsecondary education

Postsecondary level

- To increase the number of economically disadvantaged youth enrolled in postsecondary education
- To prepare high school graduates to master college material
- To provide liberal arts or other introductory college level credits which will transfer to other colleges and universities
- To assist students in obtaining scholarships, work-study positions and other tuition assistance to enable student to pursue and complete two or four-year programs of postsecondary study

Book Loan Programs

The Book Loan program for business students, initiated in 1990, was made possible through an award from the John C. McFarlane Grant Fund. The program is designed to loan textbooks to students who cannot purchase books at the beginning of school. The program also provides a resource center to enrich students' learning experiences.

In addition to the McFarland Textbook Loan program, the First Baptist Church (Clarksdale, MS) and Morrison Custom Management Services Revolving Loan funds were established April 29 and September 12, 1990, respectively. The Revolving Loan program is unrestricted and assists students who are unable to purchase books at the beginning of each semester regardless of majors.

The book loan projects (McFarland, First Baptist, and Morrison) are managed through the Division of Business and Commerce. During 1990, fifty students were assisted through these programs.

Industrial Services

The Industrial Services Program at Coahoma Community College received funds from the State Industrial Training Office for nine projects. During 1990, the program trained 293 people in up-grade, pre-employment, and basic education. Companies participating in these projects were Cooper Tire Company, KBH Corporation, Delta Shims, Delta Wire, Strohm Manufacturing, Vision's Industries, Clarksdale Police Department, Griffin Lamp Company, and Red Panther Chemical Company.

The Industrial Services program provides screening of trainees, assessment of needs, curriculum development and instructional materials development such as manuals and video tapes. Typical programs are basic skills enhancement, computer literacy, statistical process control, quality assurance, supervisory training as well as skill training specific to each industry.

This partnership between area industries and Coahoma Community College provides a direct link of communications that prove beneficial to the College through improved community relations, involvement in economic development, and greater community service.



Employees of Delta Wire Corporation participated in the Skills Enhancement Program which is a coordinated effort by the Office for Literacy, the State Department of Education, and Coahoma Community College.

Founders' Day

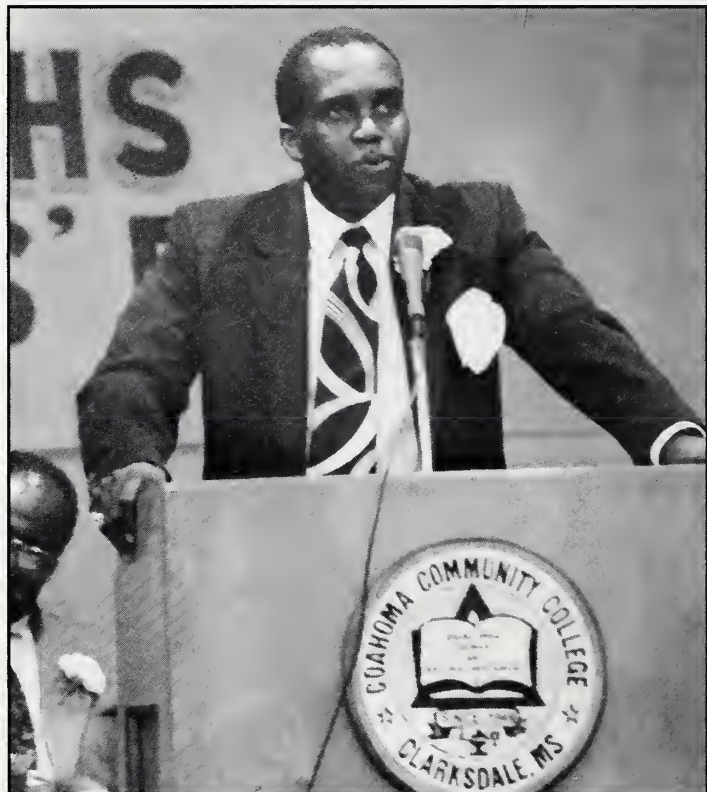
"Excellence — Making the Good Better and the Better Best"

A Founder's Day/Dedication observance was initiated in 1985 by President McKinley C. Martin to provide an opportunity for alumni, former administrators, teachers, and friends to assess the growth of the College, and at the same time recognize those individuals who exhibit dedication and commitment to the College's efforts to maintain "Excellence—Making the Good Better and the Better Best." Since 1985, the observance has expanded both in participation and in significance.

In 1989, Coahoma's growth was cited in an address by Dr. Johnny L. Harris, President of J. F. Drake State College, Huntsville, Alabama, class of '58.

A highlight of the program was the recognition of alumni who had become principals and superintendents.

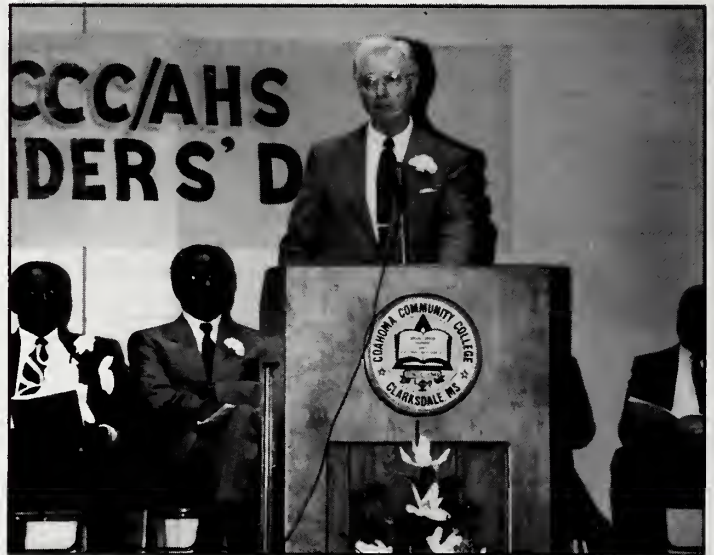
In 1990, Frank Blunston, Jr., Director of the Jackson-Hinds County Youth Court, class of '58 and speaker for the observance, told the audience that Coahoma continues to be "An Open Book in the Delta...an Oasis in the Mississippi Delta..."



Dr. P. W. Hill, Jr., a Clarksdale physician and surgeon, was the keynote speaker for the 1991 Founders Day/Dedication Program.

The program's highlight was the recognition of past SGA Presidents and former Misses CCC.

In 1991, the featured speaker for the observance was Dr. P. W. Hill, Jr., Physician and Surgeon, Hill's Clinic, Clarksdale, MS, class of '64.



CCC-AHS Board President Marvin F. Sigmon, Jr. was honored during the 1991 Founders Day/Dedication Program. A building was dedicated in his honor.



During the 1991 Founders Day/Dedication Program, past and present administrators and faculty were honored for their many years of services and dedication to Coahoma Community College. Honorees included: first row, standing left, President Emeritus James E. Miller, Eddie Mae Jackson, and Z. A. Barron. Second row, from left, Thomas A. Richardson, Georgia Lewis, Mirian Green, and Henry Dorsey.

Highlights of the program were the dedication of three buildings: The Barron-Miller Center for Fine Arts, which houses the Henry Dorsey Studio and the Thomas A. Richardson Studio, the Georgia Lewis Theater, the Eddie Mae Jackson Drama Laboratory, and the Marion Green Writer and Artist Laboratory; the Marvin F. Sigmon, Jr. Vocational-Technical Center; and the Jacobson-Resneck-Smith Annex.

Also honored were Coahoma Community College's Alumni Doctors and Attorneys.



Frank Bluntson Jr., second from left is greeted by CCC alumni McKinley C. Martin, left, James Shelby, far right, and Samuel Torrence, foreground. Bluntson, the 1990 Founders Day speaker, is the director of the Jackson-Hinds County Youth Court in Jackson, MS.



Misses (CJC) CCC—Former Misses CCC gathered for a reunion and were honored during the 1990 Founders Day/Dedication Program.



SGA Honorees—The 1990 Founders Day/Dedication program brought together former Coahoma (Junior) Community College SGA Presidents.

Student Involvement

"Excellence — Making the Good Better and the Better Best"

A continued goal of student services is to incorporate student programs and activities which serve as complementary and supplemental experiences to the classroom setting and aid in the total development of the individual.

In support of this goal, student organizations/programs continue to be an integral part of the academic preparation effort for Coahoma Community College students. Coahoma is committed to the idea that co-curricular activities provide students with an increased opportunity to cultivate their ability to compete, to excel, and to strengthen moral principles.



Stage, screen, and TV star, John Amos (James Evans on the TV series "Good Times") presented his one-man show, "Halley's Comet." He also spoke at an assembly and presided at an Autograph Session for CCC students during 1990.

Venesia Griffin, right, Miss CCC, 1990-91, was the 1991 recipient of the HEADWAE award. English instructor, Vera Griffin, was chosen outstanding faculty.

(photos continued on inside back cover)

As Coahoma continues to provide opportunities for students to become well rounded individuals, the College's intention is to maintain programs and activities that foster pride and a spirit of competitiveness and sportsmanship within students as they strive for excellence beyond the classroom.



The 1990 HEADWAE awards were presented to student Marcus Reeves, seated, center, and instructor, Barbara Booker. State Representative Delma Furniss, seated, right, and Dr. McKinley C. Martin, standing, were present for the presentation.



Institutional Advancement

In response to the evolving need of an increasing diverse student population and reduced resources from state sources, the College intensified its efforts to acquire supplemental funds from a variety of federal sources. During the 1989 and 1990 school years, federal efforts continued to yield positive results as reflected in the number and amount of funding for federal programs.

TITLE III

Strengthening Historically Black Colleges and Universities

1989 - \$713,326

1990 - \$835,803

Title III Strengthening HBCUs is designed to provide assistance to institutions of higher education in planning, developing, and implementing activities for the development of academic programs and faculty, administrative management, acquisition of equipment for use in management of funds and academic programs, joint use of facilities such as libraries and laboratories and student services.

UPWARD BOUND

1989 - \$158,252

1990 - \$164,582

The Upward Bound program continues to recruit and serve high school students from throughout the area. The project is divided into two phases: A summer on-campus residential component, and an academic year component which includes students being transported to campus on Saturdays.

JOB TRAINING PARTNERSHIP ACT (JTPA)

1989 - \$444,123

1990 - \$229,772

The Job Partnership Training Act, which is a program of the College's Vocational-Technical Division, is a federally funded program which consists of nine areas: Combination Welding, Building Repair and Maintenance, Vocational Related Studies, Nurse Assistant, Administration, Individual Referral, Employment Preparation for Youth, Micro-Mini Computer Training, Second Chance Cluster, and Dropout Prevention.

COOPERATIVE AND SCHOLARSHIP EDUCATION PROGRAM (CASE)

1989 - \$30,000

1990 - \$33,000

CASE, funded through the United States Department of Energy, provides scholarships to honor students who major in energy-related areas of study which include computer science, computer technology, drafting and design, electronics, pre-engineering, industrial electricity, heat, air conditioning and refrigeration, and computer maintenance technology. The second part of the program's emphasis is on developing linkages with businesses and industries where students will work with these companies so that they may experience the real world of work.

STUDENT SUPPORT SERVICES PROGRAM

1989 - \$101,198

1990 - \$101,198

This program provides support services to low-income, first-generation or physically handicapped college students to enhance their academic skills, increase their retention and graduation rates, and, as appropriate, facilitate entrance into four-year colleges or professional programs.

HEALTH CAREERS OPPORTUNITIES PROGRAM (HCOP)

HCOP is a three-year program designed to increase the number of minority and disadvantaged students in the health careers areas. The program consists of a summer enrichment program for high school seniors and continues to work with them through two years of college and helps to facilitate their entry into upper division schools of health-related professions.

DRUG PREVENTION AND AWARENESS PROGRAM (DAPP)

1990-92 - \$100,710

DAPP is designed to combat the problems of drug and alcohol abuse through developing proactive prevention programs on the college's campus. These activities will assist students in making more positive and healthy lifestyle choices to challenge norms that are negative and destructive.

SINGLE PARENT/DISPLACED HOMEMAKER PROGRAM

This program, which is funded by the State Department of Education, Bureau of Vocational-Technical and Adult Education, is designed to help single parents with one child to pursue his or her education. A separate housing facility is provided to accommodate participants described as single parents.

HUD TECHNICAL ASSISTANCE PROGRAM

1990-91 - \$95,133

The HUD Technical Assistance Program is designed to provide technical assistance to HUD grant recipients and applicants in select townships and the county in the service area. Training is provided for municipal officials on planning and management technologies essential to developing applications of HUD projects and managing existing grant activities.

DRUG PREVENTION AND INTERVENTION TRAINING PROGRAM

1990-92 (18 month period) - \$90,407

This program is designed to offer training to the surrounding elementary and secondary schools, community colleges, four year institutions, and other community agencies in the state of Mississippi in the area of drug awareness and drug prevention. Three intensive training programs will be developed during the academic school year with a two-day training session conducted by persons with expertise in the area of drug awareness and drug prevention. The participants will be able to develop a Drug Prevention and Drug Intervention Program in their own schools and/or communities.

Capital Improvement

Repairs, modifications, renovations, and the acquiring of additional equipment were among the achieved goals during the past 30 months (January 1, 1989 - June 30, 1991). They are summarized as follows:

Construction, Renovation and Repair

The construction of a new vocational building added dimensions to the College's vocational-technical programs. The new 16,000 square foot facility houses the industrial electricity and auto body and fender repair programs. Office space to accommodate support staff and conferences, along with classrooms for related studies is provided.

The converting of the old high school gymnasium into an ultra-modern facility for the fine arts provided students a greater opportunity to participate in and to increase their appreciation and understanding of the theatrical, creative, and performing arts. The Center for Fine Arts was occupied in 1990. It is equipped with two art studios, writer and artist laboratory, drama laboratory, and a performing theater. In addition, the two-story facility accommodates art classes, small assemblies, performing arts, dramatic presentations and practices.

Plans to construct a General Assembly Building were finalized in 1990, and at this reporting, are on the

drawing board. Construction on the 50,000 square foot facility will begin during the early fall of 1991 at a cost of \$4,480,000. When completed, it will accommodate assemblies and programs the college now holds elsewhere because of space.

Significant strides were made throughout the 30-month period to upgrade, expand, and maintain the College's facilities.

In the student service area, Bryson Hall, a men's dormitory, was 80% renovated; two bowling lanes in the student union were reactivated; and six new quarters for single parent students were added.

Equipment

As progress and change alternate position and status, the College continued to meet the challenge. Coahoma, outgrowing its database for academic, business operations, and student files, purchased a new AS-400 IBM Mid-range computer system to file and control all the above units. In addition, the system interfaces registrar's office, business office, and financial aid. Menu driven programs have been completed for payroll, student billing, financial aid, and registration. Plans have been made to install a student advising module in 1991.

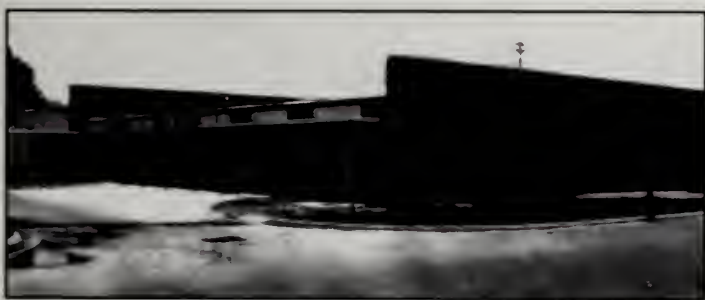
During 1989-90, twenty IBM Personal Computers (PC) were purchased for the science and mathematics department, along with the networking system that accommodates the computers.

New equipment for the College cafeteria was purchased and installed during 1989-90 which included: a six burner four flat range with safety control, one heavy duty steamer with eight upright standard shelves, and two gas deep fryers.

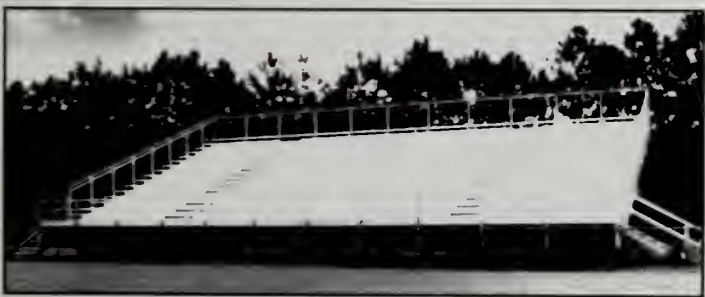
Continuing to provide facilities that are conducive to teaching and learning, the College repainted, redecorated, and reroofed several of its buildings during 1989-90. In addition, sixteen air conditioning units were installed in Whiteside Hall and one heat and air conditioning unit in Reid Gymnasium. Also, a 100 ton cooling chiller for the air conditioning system in the library was installed.

In athletics, new bleachers for the football stadium were purchased and installed for the visitors' side of the field. The new seating will accommodate 600 people.

To meet the requirements of the Mississippi Community and Junior College Athletic Association, two new 25-second clocks and their controls were purchased and installed for football competitions during 1990.



The Marvin F. Sigmon Jr. Vocational Building was completed and occupied in 1991.



New bleachers for the visitors' side of the football stadium were installed in 1990. The new seating will accommodate 600 people.

Transportation

The Institution continued to upgrade its fleet of buses for both the College and Agricultural High School during 1989 and 1990. Based on the need for dependable vehicles four buses were purchased: three 71-passenger buses for the College and one 71-passenger bus for the High School. In addition, seven small vehicles were purchased—three 7-passenger mini vans, one 11-passenger van, one 15-passenger van, and two small pick-up trucks, one each for utility and safety.



These were among the seven small vehicles purchased in 1989 and 1990.

Campus Beautification

The College's Campus Beautification project was continued during 1989 and 1990. Phase One of the lakeside (Mackey Lake) project was completed. This phase was performed by the physical plant staff and an in-kind service from the Coahoma County Road Department.

Plans for Phase Two of the beautification project have been made to initiate a scenery drive and to install walkways and a parking lot.

Community Service

"Excellence — Making the Good Better and the Better Best"

Coahoma Community College 1989 and 1990 years saw a continued upswing in servicing, satisfying, and responding to the educational needs and the economic development of its students, community, the state, and nation. Coahoma recognizes the importance of providing programs that not only safeguard traditional areas of learning but also programs that meet emerging needs. Therefore, the College prides itself on its flexibility and responsiveness to the changing needs of its service area—ensuring a continued access to a quality community education.

Paramount among the 1989 and 1990 community-oriented initiatives of Coahoma's President were the following:

- The hosting of an Economic Impact Conference in 1989 that brought corporate representatives from IBM, CEXEC, Inc., two electronics firms based in Washington, D.C., Harris Corporation, based in Florida, as well as federal, state, and local officials.

Participants engaged in reviewing and exploring opportunities for economic development and governmental and industrial support in the Clarksdale area. The College was featured as a viable training institution for employees through the Industrial Training Program available at the College.

- A partnership with Xerox, the U.S. Department of the Interior and Coahoma Community College to establish



The Mississippi State Highway Department held a groundbreaking ceremony for the four-lane construction of the segment of U.S. Highway 61 north of Clarksdale in June 1991. Representatives from the city, county, and state government participated in the ceremony. Among those breaking ground for the construction are from left, President McKinley C. Martin, who also served as Master of Ceremonies for the occasion, and Zack Stewart, fifth from left, Highway Commissioner, Northern District.

a Printing Curriculum/Plant at the College and to involve the Clarksdale/Coahoma County communities in the venture highlighted President McKinley C. Martin's effort during 1990 to continue striving for "Excellence—Making the Good Better and the Better Best."

- To continue fulfilling its community mission, the college finalized programs for a diverse population beyond the immediate boundary of the campus during 1989-90, and also finalized plans to build a training facility and child care center. The facility will be located in the new Sunbelt Industrial Park.



During the 1989 Economic Impact Conference, hosted by Coahoma Community College, Dr. Martin was interviewed by TV newsmen from the Delta and Jackson.

The President's commitment to "Excellence—Making the Good Better and the Better Best," for all citizens to improve the quality of their lives and their communities has helped bring the College local, state, and national recognition. Most noteworthy was the President's being selected as one of 30 persons in the educational field as well as private industry to serve as a member of the Commission on Educational Credit and Credentials of the American Council on Education (ACE). The Commission is the policy and advisory body for the Center for Adult Learning and Educational Credentials. It operates and fosters programs to assess learning that occurs outside the sponsorship of licensed or chartered educational institutions and administers the General Educational Development (GED) Testing Program. Another noteworthy recognition was the President's appointment as Vice Chairman of the Board of Directors for the National Association for Equal Opportunity in Higher Education (NAFEO) during 1989 and 1990.

Listed among other committee assignments are his reappointments to serve on the Planning Committee of the U.S. Department of Education, Office of Student



Shoveling the first space of dirt for the Small Business/Manufacturing Incubator Project are, from left, Jim Humber, President of the Coahoma County Board of Supervisors; J. Mac Holladay, Director, State Department of Economic and Community Development; John Stumpe, Harris Corporation; President McKinley C. Martin; Governor Ray Mabus; George Walker, President, Delta Wire, Clarksdale; and a representative of IBM.

Financial Aid Assistance, the U.S. Department of the Interior's Steering Committee of Historically Black College and University Presidents, the Coahoma County Industrial Foundation Board, the Coahoma County Committee on the Lower Mississippi Delta Development Act, Leadership Clarksdale Board of Directors, the Mississippi Community and Junior College Economic Development Foundation, and the Mississippi Higher Education Assistance Corporation.

The wealth of experience in education resulted in an appointment by the American Council on Education to serve on the Site Team for the Military Installation Voluntary Education Review Project at Grant Forks Air Force Base, North Dakota. Selected as one of several college presidents, President Martin will participate in the American Council on Education Presidents Seminar during the summer of 1991.

Economic development initiatives in the area generated an invitation to President Martin to speak at the U.S. Housing and Urban Development (HUD) Seminar in Atlanta, GA during the spring of 1991.

During 1989, President Martin was elected to serve as President of the Community and Junior College Association and Vice Chairman of the Association's Legislative Committee.

The College continues to receive unstinting support from its community and supporting counties. Their endorsement of Coahoma's effort to promote development and to expand training programs, and their many other involvements in helping promote the College's programs and activities played a major role in the successes the College has attained throughout the past 30 months.

Financial Analysis

Coahoma Community College experienced reduced state revenue during the 1989-90 academic year. Losing more than \$150,000 in State revenue, the administration of the College, along with support staff, generated additional Federal revenue to offset short falls in the State's appropriation and cutbacks.

As presented in the Budget Analysis for 1988-89, 47.86 percent of the College revenue was through State support and only 42.93 percent for the 1989-90 year. Federal revenue was increased from 17.52 percent for 1988-89 to 20.91 percent for 1989-90. Support from districts also served to offset state reductions.

Instructional cost also rose during the period between the two academic years. Representing 47.93 percent in 1988-89, support for instruction was increased to 53.24 percent of the College budget. The rising cost of services and expanded campus operations accounted for a second area of increase. In 1987-89, 14.67 percent of the budget was allocated to Institution Support, and in 1989-90 the allocation was increased to 26.99 percent. Changes as reported were managed without an undue disruption to the educational environment, thus, enabling the students to matriculate without a reduction in the quality of instructional programs.

Budget Summary 1988-89

INCOME:	BUDGETED	PERCENT
State	\$3,277,801	47.86
Federal	1,199,838	17.52
District Sources:		
Bolivar County	153,078	2.23
Coahoma County	517,668	7.56
Quitman County	33,393	.48
Sunflower County	110,917	1.62
Tuition and Fees	1,252,724	18.29
Other Sales & Services	303,780	4.44
TOTAL INCOME	\$6,849,199	100.00

EXPENDITURES:		
Instruction	\$3,282,695	47.93
Institutional Support	1,004,861	14.67
Student Services	1,309,716	19.12
Physical Plant	739,110	10.79
Scholarships and Awards	150,000	2.19
Other Miscellaneous Expense	362,917	5.30
TOTAL EXPENDITURES	\$6,849,199	100.00

Budget Summary 1989-90

INCOME:	BUDGETED	PERCENT
State	\$3,105,690	42.93
Federal	1,512,705	20.91
District Sources:		
Bolivar County	246,000	3.40
Coahoma County	522,000	7.21
Quitman County	34,000	.47
Sunflower County	115,000	1.59
Tuition and Fees	1,500,000	20.73
Other Sales & Services	200,000	2.76
TOTAL INCOME	\$7,235,395	100.00

EXPENDITURES:		
Instruction	\$3,852,450	53.24
Institutional Support	1,952,895	26.99
Student Services	611,350	8.45
Physical Plant	310,600	4.29
Scholarships and Awards	221,100	3.06
Other Miscellaneous Expense	287,000	3.97
TOTAL EXPENDITURES	\$7,235,395	100.00

SCHOLARSHIPS AND AWARDS

Continued from page 18

The Frank W. Gambrell, Jr. Memorial Scholarship
 The Lula Pendleton Memorial Scholarship
 The Fannie Lou Hamer Memorial Scholarship
 The First National Bank Business Scholarship
 The Frankie Stutts-Gray Memorial Award
 The Elizabeth Maynard Award
 The Lillian Roger-Johnson Memorial Award
 The Mable Thompson Thomas Award
 The Marion M. Reid Memorial Award
 The Joel Davis and Lawrence H. Davis Memorial Award
 The Mattie Henry Pettis Scholarship
 The L. C. Scott Scholarship
 The Ezra Towner Memorial Scholarship
 The Friars Point Community Scholarship
 The Coahoma Bank Scholarship
 The Alpha Phi Alpha Fraternity Award
 The Delta Sigma Theta Award
 The Joseph Cain Memorial Scholarship
 The Ben-Glo Memorial Scholarship

Special Awards

United Southern Bank - \$1,000 yearly
 Zeta Phi Zeta Chapter of Zeta Phi Beta Sorority, Inc. -
 \$1,000

Students earned many individual and group honors, awards, and recognitions during this 30-month reporting period.

- At a statewide Higher Education Appreciation Day program, sponsored by the Mississippi Legislature to recognize the most academically talented student and faculty in the state, the following students and faculties were honored for their accomplishments:

- 1990 - Marcus C. Reeves, a pre-medical major, and Barbara D. Booker, chairperson, Department of Science and Mathematics, were honored.
- 1991 - Venesia D. Griffin, English major, and Vera Griffin, instructor, Department of English and Foreign Language, were honored.



Dr. Barbara Ricks, Chairperson for the State Board for Community and Junior Colleges, was speaker for the President's/Superintendent's Scholars Award Dinner.



Phi Theta Kappa, a national scholastic honorary society for two-year college students, was granted a charter to Coahoma Community College, officially establishing Alpha Omicron Pi Chapter of Phi Theta Kappa in 1989. Twenty-two students joined the first year, becoming the official charter members of the society. To date, 45 CCC students have taken advantage of the opportunity to become members and share the commitment to excellence through scholarship, leadership, service, and fellowship.



State Representative Delma Furniss congratulates Mildred Cannon, right, the 1989 recipient of the Higher Education Appreciation Day Working for Academic Excellence (HEADWAE) award. Patricia Burt Brown was selected to receive the faculty honors.



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